Indego

ON THE GROUND IN THE COMMUNNITY

BRAND AMBASSADOR TOOLKIT

INTRODUCTION

WELCOME, INDEGO BRAND AMBASSADOR TEAM!

Indego is Philadelphia's newest transportation system. The Indego bike share program provides exciting new opportunities for mobility, physical activity, recreation, and neighborhood connectedness. Indego and its partners are committed to linking Philadelphia residents with this new resource.

That's where you come in! In this toolkit you will find information about Indego programs, policies, and partners. You'll also see tips for how to talk about bike share, help sell passes, and more. You are a key member of the Indego team and we're excited to work with you!





A WHO'S WHO OF INDEGO

The following partners are working together to spread the word about Indego:

Indego is Philadelphia's bike share system, owned by the City of Philadelphia, operated by Bicycle Transit Systems, sponsored by Independence Blue Cross.
www.rideindego.com

The City of Philadelphia is charged with building a shared vision for transportation and coordinating decision-making among City agencies and public and private partners in order to save money and improve conditions throughout the City's transportation system. The City of Philadelphia owns and manages the Indego bike share system, and will oversee future program expansion.
www.phillyotis.com

The Bicycle Coalition of Greater Philadelphia is a non-profit organization that, through advocacy and education, is helping to make bicycling a safe and fun way to get around for anyone in Greater Philadelphia. As part of the Better Bike Share Partnership, the Coalition provides education and outreach services to support community focused rides, classes, and events
www.bicyclecoalition.org

Bicycle Transit Systems is the Philadelphia-based company that operates and maintains Indego's stations and bikes, processes passes, manages the website, and provides customer service. Bicycle Transit Systems is also responsible for marketing, coordinating and providing event support, and promoting Indego throughout the City.
www.bicycletransitsystems.com

The Better Bike Share Partnership (BBSP) is a collaboration between The City of Philadelphia, the Bicycle Coalition of Greater Philadelphia, the National Association of City Transportation Officials (NACTO), People for Bikes, and Bicycle Transit Systems. The goal of the BBSP is to create a socially equitable and replicable bike share model for Philadelphia—and beyond. The Better Bike Share Partnership is made possible by the JPB Foundation.

BCycle is the company that manufactures the equipment that makes up the Indego bike share system:(the bikes and the stations). BCycle is based in Madison, Wisconsin and is a part of Trek, one of the nation's oldest bike manufacturers.
www.bcycle.com

Independence Blue Cross (IBX) is the leading health insurance organization in southeastern Pennsylvania and Indego's title sponsor. IBX recognizes Indego as a natural extension of their mission to enhance the health and wellness of the people and communities they serve and are proud to help provide an affordable, healthy form of transportation to Philadelphia residents, commuters, and visitors.
www.ibx.com



WHY USE INDEGO?

Here are a few talking points for your outreach.

GET PLACES FASTER

Using bikes for short trips around town can be faster and more convenient than driving and you won't have to worry about where to park. Bike share is also a great option when you've missed the bus or trolley and need to get somewhere in a hurry.

AFFORDABLE

With the Indego30 pass at only $17 a month, bike share is an affordable addition to Philadelphia's transportation options.

HEALTHY

Unlike going to the gym, Indego is physical activity that's just part of your day-to-day life—making it a lot easier to squeeze in!

BIKE SECURITY

It's nice to have a personal bike; However, one of the major concerns when riding your own bike is locking it up once you've reached your destination. With Indego, once you dock the bike at the station, you're all set.

BIKE MAINTENANCE

Maintaining Indego bikes is the responsibility of Bicycle Transit Systems. They have a dedicated team of mechanics doing routine checks on every bike. If you notice a flat tire or any other issues, simply return it to the nearest station, report it, and get another bike.

PARKING

There are bike share stations throughout the city, including at many major destinations around Center City, like 30th Street Station and City Hall. If you currently drive in Center City, think of all the meters you won't have to pay!

ENVIRONMENT

Riding a bike helps reduce your carbon footprint and makes Philly more environmentally friendly!

HAVE FUN!

Riding a bike is fun and is an active way to get around the city. You can get places faster than if you were walking and still be able to see the sights around you.

WHAT IS INDEGO?

In April 2015, the City of Philadelphia launched Indego with 60 stations, 600 bikes, and a goal of creating a bike share system that is used and valued by a diverse cross-section of Philadelphians. Indego is built on the notions that equity should be the cornerstone of any bike share system and that every Philadelphian should have access to an affordable, safe, and accessible mode of transportation. It has since grown to a size of 1,500 bikes, 130 stations, and is a national leader in equitable bike share.

HOW DOES INDEGO WORK?

Bike share is a form of public transportation that allows individuals to rent bicycles at various docking stations around a city on a short-term basis. It allows users to travel from one area of the city to another and return bicycles to any other station in the system.



You can purchase an Indego Day Pass directly from a station with a credit or debit card or sign up for a number of different passes via the Indego website or app, where cash and credit payment options are available. If you're already a passholder, you can use the touchscreen to look up your account and checkout a bike using your phone number or credit card. Passholders can also opt to receive an Indego Key Fob in the mail that allows them to access bikes directly at the dock, making the process even faster!

WHAT ARE THE DIFFERENT PASS TYPES INDEGO OFFERS AND HOW DO I SIGN UP?

Indego offers several affodable pass types including daily, monthly, and annual options, which can all be purchased with a credit or debit card (monthly passes can also be purchased using cash) at rideindego.com or using the Indego app. Discounted monthly and annual passes are available to Pennsylvania ACCESS Card holders.

Day Pass

Great for riders who want to try Indego for the first time! The Day Pass offers an unlimited number of 30-minute trips for 24 hours. In addition to purchasing these pass types online, they can also be purchased from any kiosk touchscreen.

Cost: $12

Usage Fees: Extra 15 cents per minute for any trip longer than 30 minutes.

Indego30 & Indego Access

These monthly passes provide an unlimited number of 1-hour trips for 30 days. In addition to being able to pay using a credit or debit card, Indego offers unbanked users the option to pay for their membership in cash at a number of participating retailers (more information below). This pass provides the most flexibility. It's perfect for Philadelphia residents who want to use bike share for transportation or just for fun at least a few times per month

Cost:

- Indego30: $17 per month
- Indego Access: $5 per month

Usage Fees:

- Indego30: 15 cents per minute for trips over 60 minutes
- Indego30 Access: 5 cents per minute for trips over 60 minutes

Indego365 & Indego365 Access

The annual pass provides an unlimited number of 1-hour trips for an entire year! It's great for Philadelphia residents who love riding Indego and want to save even more on their membership.

Cost:

- Indego365: $156 billed annually
- Indego365 Access: $48 billed annually

Usage Fees:

- Indego30: 15 cents per minute for trips over 60 minutes
- Indego30 Access: 5 cents per minute for trips over 60 minutes

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WHAT IF I WANT TO PAY IN CASH?

Indego partners with PayNearMe to allow users to purchase a monthly pass using cash at participating retail locations. Making a payment is simple, and there are no extra charges. Here's how:

- Select the cash payment option when signing up for an Indego30 or Indego Access Pass online or using the Indego app.
- After completing the sign-up process, check your email for a message from our cash payment partner, PayNearMe.
- Follow the instructions in the email to retrieve your payment barcode.
- You can take the payment barcode to any 7-Eleven, Family Dollar, or CVS Pharmacy in Philadelphia, show it to the cashier, and make a cash payment.
- Once a payment is made (it can take up to an hour for our system to process the payment), you'll be able to start riding immediately by using the phone number look-up option at any station touchscreen.
- If you opted to receive one, you'll receive your Indego Key in the mail, which makes checking out bikes even easier!
- Three days before your pass expires, you'll receive an email or text with a link to your new barcode. You'll need to make another payment to keep your membership active.
- Remember, Indego30/Indego Access memberships let you take unlimited one hour rides. If you ride longer than 60 minutes at a time, you will be charged usage fees according to your pass type. Those charges are due when you renew your membership and make a new payment.
- If you have any questions or need assistance, please call Indego's Customer Service team at 844.446.3346.

NEED INTERNET ACCESS OR HELP SIGNING UP?

Visit a Keyspot location near you!

West Philadelphia

Drexel University Dornsife Center for Neighborhood Partnerships
3509 Spring Garden St.
215.571.4013

South Philadelphia

Diversified Community Services (Dixon House)
1920 S. 20th St.
215.336.3511 ext. 324

North Philadelphia

Philadelphia OIC, Inc.
1231 N. Broad St., 1st Floor
215.236.7700 ext. 311

Center City

Center for Literacy
399 Market St., Suite 201
215.474.1235. Ext. 207

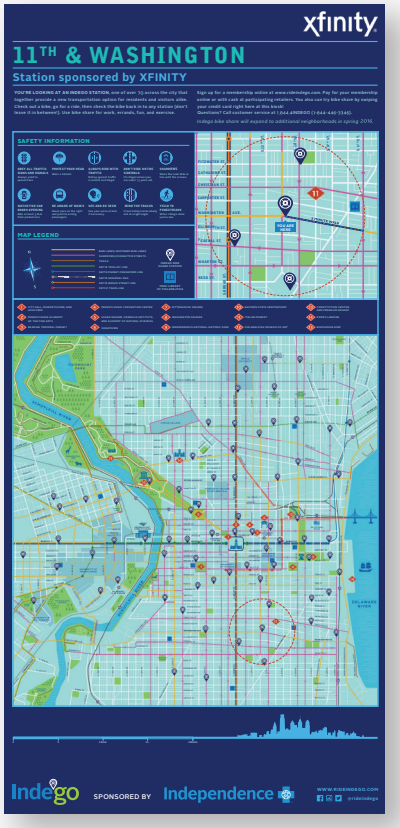


WHAT IF I HAVE ISSUES WITH MY ACCOUNT, DIFFICULTY CHECKING OUT A BIKE, OR ENCOUNTER A BIKE THAT NEEDS MAINTENANCE?

Indego has a knowledgeable and dedicated Customer Service team that is available to assist you via phone, text, or email 365 days a year between 7am and 10pm. They can be reached at 844.446.3346 or at support@rideindego.com

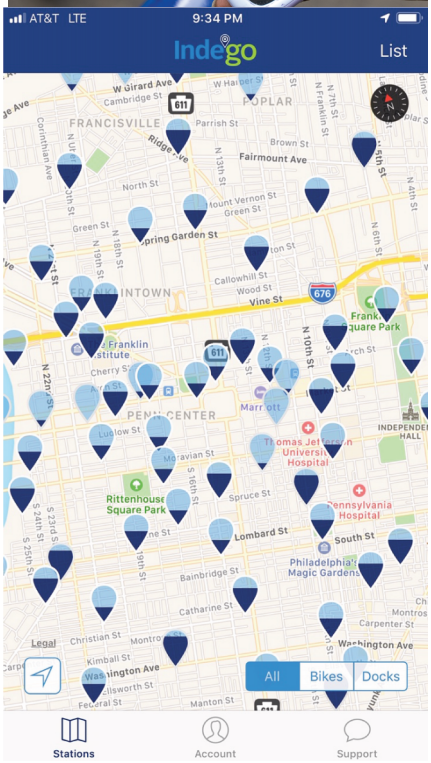


MAP ON STATION

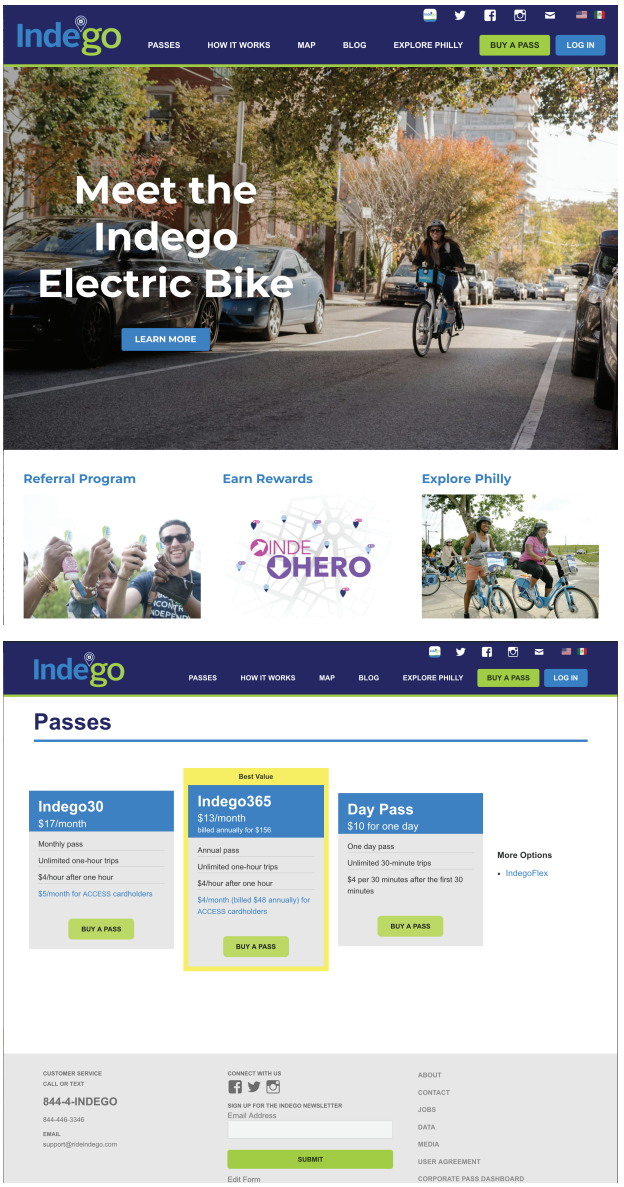


INDEGO MOBILE APP





RIDEINDEGO.COM



INDEGO IS VERY SOCIAL!

Follow **@RideIndego** on Facebook, Twitter, and Instagram.

Share pictures using **#rideindego**

INDEGO STATIONS

GO FOR A RIDE

Give the bike a quick once over, adjust the seat to your preferred height, check tires and brakes, and use your legs to pedal. You are riding a bike!

GIVE IT BACK

After your trip, return the bike to any station by pushing the bike into the dock. The light will turn green and you will hear three beeps to confirm it is securely docked.

Remember basic safety rules: Be alert, be predictable, and be visible! Make sure to follow all traffic laws while you are riding. More safety tips are on our website at **rideindego.com**



Passholders can checkout a bike from any occupied dock by pushing the silver button and swiping their Indego Key Fob over the card reader.



A. Station

B. Dock

C. Indego bicycle

D. Kiosk

E. Kiosk Touch Screen

F. Keyfob reader

G. Credit card reader

Customer Service Info

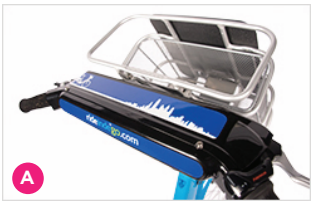
If you have any issues checking out a bike, you can call customer service at 1-844-4INDEGO (1-844-446-3346) or email support@rideindego.com. Customer service is open from 7am–10pm.

INDEGO CLASSIC BIKES

Indego classic bike are traditional pedal bikes just like your standard personal bike. They are two models currently within the Indego fleet. The initial Indego 1.0 model and the updated 2.0 model. Both models have 3 easy to use gears to get you up and down any Philly street, even those West Philly hills!

Indego 1.0





Basket

Watter botttle,notepad, cheeseteaks, whatever you got,the front and rear baskets are available for storage while you ride!



Bell

Be sure to use the bell when you need to make your presence known to pedistrians, fellow cyclists, and drivers.



Lights & Reflectors

Lights that come on when you pedal and reflectors in all the right places. Perfect for riding home after a late shift or a late-night snack.



Seat

An easily adjustable seat post allows for a custom fit. Be sure to use your hip as a guide to know how tall your seat should be raised.



Splash Guard & Chain Guard

Coverage allows for a dry, clean ride. Rainy roads and greasy chains are no match for these bikes.



Tires

Sturdy, puncture-resistant tires can handle all urban terrain. Still, make sure you see Philly's famous potholes before they see you.

Indego 2.0

This version includes many of the same features as the original 1.0 model but is slightly lighter and has only a single front basket. This basket is adjustable and is great for bigger items!



Adjustable Front Basket



MEET THE NEWEST MEMBER OF THE INDEGO FLEET!

Indego Electric

Electric bikes can make hills seem easier, distances seem shorter, and can turn headwinds into tailwinds. Give your commute a boost and discover the ease of riding an Indego electric bike!



How to check out Indego electric bikes

You can use your key fob, phone number look-up, or credit card look-up to check out an Indego electric bike, the same way you would check out any other Indego bike.

There is an additional fee of 15¢ per minute for upgrading your ride to Indego Electric. Indego ACCESS passholders are charged 5¢ per minute for upgrading to an Indego electric bike



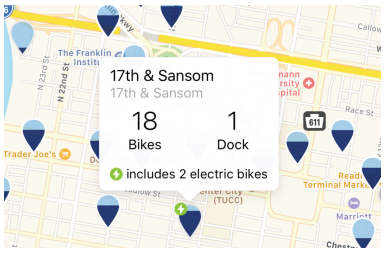
Electric pedal-assist motor.

This bike is powered by a pedal-assist motor that allows you to ride up to 17 mph with an electric boost. This is perfect for climbing hills, shortening your commute, or just covering more ground!



Power up.

Turn on the electric assist by pressing the power button on the display located on the handlebars. Make sure the bike is at a standstill before you press the power button, or else it won't turn on! When you're finished riding, dock at any ndego station and you're good to go!



How to find them.

Indego stations that have electric bikes docked at them will display a green lightning bolt symbol above the station icon on the mobile app or the Indego website. At the station, Indego electric bikes can be distinguished from classic bikes by their white frame.

Indego Electric - Frequently Asked Questions

How is an Indego electric bike different from an Indego classic bike?

Indego electric bikes feature a motor that provides assistance as you pedal. Electric bikes allow riders to travel further and faster with less physical effort!

How do I find and check out an Indego electric bike?

You can locate Indego stations that have electric bikes by checking the station map on the Indego website or in the Indego app. Stations that have Indego electric bikes docked at them will show a green lightning bolt symbol above the station icon.

You can use your Indego key fob, phone number look-up, or credit card look-up to check out an Indego electric bike, the same way you check out any other Indego bike.

How fast does the Indego electric bike go?

Indego electric bikes provide pedal assistance up to speeds of 17 miles per hour. The motor in the electric bike only provides assistance when you pedal.

How long does the battery last?

The battery life of an electric bike depends on many factors including terrain, riding style, temperature, the weight of the rider, and any cargo being transported. On average, a full charge will allow Indego electric bikes to travel about 30 miles before they need to be recharged.
Does the bike still work if the battery dies?

If the battery on an electric bike dies, the motor will stop providing pedal assistance. The lights on the bike will still function and you will still be able to shift gears, dock, undock, brake, and pedal like normal. The motor does not add any noticeable drag when turned off.

What do I do if an Indego electric bike runs out of battery while I'm riding?

Indego electric bikes show you on their display how much total battery life remains. Be sure to check the battery life before checking out an Indego electric bike. A bike that shows two or more bars of battery on the display is good to ride. If the bike runs out of battery, you can either finish your ride or dock the bike at the closest station and undock another bike.

How old do I have to be to ride Indego Electric?

Pennsylvania Deptartment of Transportation requires a minimum age of 16 to operate an electric-assist bicycle. Therefore, riders must be at least 16 years old to check out an Indego electric bike. Minors need to be accompanied by a parent or guardian at least 18 years old during the ride.

On what part of the street should I ride an Indego electric bike?

Just like other bicycles, you are permitted but not required to ride in designated bike lanes.

How much does the Indego electric bike weigh?

Indego electric bikes weigh about 50 pounds, which is only 3 pounds heavier than Indego classic bikes.

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ONLINE, BLOG, AND SOCIAL MEDIA POLICY

These guidelines apply to Bicycle Transit Systems staff and contractors and the Better Bike Share Partnership Team (including Ambassadors) at the Bicycle Coalition of Greater Philadelphia who create or contribute to blogs, social networks, or any kind of social media during work hours or non-work hours. This list includes but is not limited to:

Facebook, Twitter, Instagram, Pintrest, Youtube, or comments on online media stories.

Social Media Overview:

- The internet is not private. Anything you post can be seen by more anyone.
- There is no clear boundary between your work life and your personal life on social media.
- Never represent yourself or the company in a misleading or false way.

Use of social media is subject to the following rules:

Bike Transit & Bicycle Coalition Staff Personal Accounts

Staff are encouraged to post photos from events and group rides onto their personal accounts as long as the following things are taken into consideration.

Updates and follow-ups from high-level events (or feel good stories) regarding Indego should be posted tonto Indego's social media accounts first and then shared via personal accounts. Images should be emailed to marketing@rideindego.com with the location, partner organization's name, and 1-3 lines about what's happening in the photos. Staff can also direct message this information to Indego's social media accounts.

"High- level" events will be defined by the Indego marketing team in advance and will be communicated to staff. In addition, social media requirements for specific events will be discussed with the Bicycle Coalition of Greater Philadelphia at bi-weekly meetings and "high-level events will be specified as such on the shared event calendar.

Images emailed to marketing@rideindego.com or sent via direct message should be unfiltered in order to fit the style guide of Indego's social media feeds with proper photo credit.

If posts include photographs of identifiable individuals, permission must be received from that person verbally or via photo release. If individuals are minors, permissions must be received by their parent or guardian.

Indego's logo should never be used without permission from Bike Transit (See Indego Brand Requirements Policy)

Content pertaining to sensitive program information should never be shared. Sharing information like the program's internal operations and legal matters are prohibited.

Be responsible. You are accountable for everything you post to the public.

The following content is in direct violation of our social media guidelines:

- X-rated and sexually explicit materials
- Promoting violence and discord
- Promoting discrimination based on gender identity and expression,sexual orientation, disability, physical appearance, body size, race, age, religion, or any other status protected by law
- Promoting activities that are illegal or that could potentially embarrass the Brand, damage the Brand's reputation, or tarnish its image
- Violating intellectual property rights
- Falsifying any information pertaining to Indego, its partners, or its sponsors
- Speaking inappropriately and negatively regarding Indego, its partners, or its sponsors

Please note that employees and contractors' engagement on Social Media while at work will be monitored.

COMMUNITY INVOLVEMENT

As a Brand Ambassador, you are a valuable resource for your community, and can help connect your friends, family, neighbors, and fellow Philadelphians with Indego. So what's next in terms of community involvement?

- **Start conversations** about Indego with community members. Indego is still pretty new and face-to-face conversations are the best way to educate people about it. Whether you're at out with friends, at home, your place of worship, or just walking down the street, a casual conversation can go a long way.
- **Answer questions**. You now know the answers to most of the questions people will have about Indego. If someone wants to know the 'who, what, where, and why' of bike share, you'll be able to help them, which makes all the difference. Don't know the answer? Reach out to our Customer Service team and we can help!
- **Let us know about events in YOUR community**. Even if it's not related to bike share, if there's an important community event happening where you think folks would be interested in learning about Indego, please invite us! We'll do our best to be there.
- **Listen to feedback** and let us know what you hear. What's working? What could be improved? We are happy to share your community's feedback with the City of Philadelphia.
- **Ride those bikes**! As role models and leaders in your communities, it is powerful for you to be seen on Indego bikes. Set an example by using the bikes to get around and others will follow.









INDEGO BRAND REPRESENTATIVE STANDARDS

These guidelines apply to Bicycle Transit Systems staff and contractors and the Better Bike Share Partnership Team {including Ambassadors} at the Bicycle Coalition of Greater Philadelphia. Guidelines should be followed while promoting Indego services and events and/or hosting or attending Indego events and activities.

All representatives of Indego should:

- Have a clear understanding of Indego Bike Share, station locations, pricing structure, etc.
- Be prompt and fully prepared for every event.
- Approach all visitors and customers warmly and respectfully, whether in your selling area or outside of it.
- Obey all bicycle safety rules and traffic law of the road like any other vehicle.
- Fill out Post Event Survey after each event, documenting all pass sales, interactions, impressions, etc
- Maintain a consistently high level of customer service to ensure the achievement of all Indego educational and sales goals.
- Follow all Indego Standard Operating Procedures and the Indego Blog & Social Media Policy.
- Act as a liaison between the Indego marketing departments and event attendees by implementing selling strategies, special activities, games, and contests.
- Maintain readiness standards by ensuring clean, tidy, and welcoming selling environment.
- Maintain effective communications and relationships at events with all event personnel and Indego partners.
- Attend and participate in all scheduled meetings and assigned events.
- Comply with the terms of the User Agreement when using the Indego pass.
- Adhere to all company guidelines including Dress Code, Sales Presentation, and Operational Guidelines as defined in the Ambassador trainings.
- Do not engage in negative or derogatory language about the Brand, Sponsors, Partners, or the Company.
- Do not engage in any form of harassment and follow the Indego Harassment Code defined below.

Harassment will not be tolerated in any form, including but limited to harassment based on gender identity and expression, sexual orientation, disability, physical appearance, body size, race, age, religion, or any other status protected by law. Harassment includes the use of abusive or degrading language, intimidation, stalking, harassing photography or recordings, inappropriate physical contact, sexual imagery, and unwelcome sexual attention.

QUESTIONS & RESOURCES

WHAT HAPPENS IF . . .

I'm late

Bike share is meant for shorter rides and Indego only works if the bikes continue to circulate through the system. Therefore, there are time limits on the rides.

- If you have a Day Pass, your trip must be less than 30 minutes. You will be charged per minute for rides longer than 30 minutes.
- If you have an Indego30 or Indego365 your trip must be less than 60 minutes. You will be charged per minute for trips longer than an hour

The station is full

If you get to a station to return a bike and the station is full, don't worry! By using the kiosk touchscreen, you can add an extra 15 grace period onto your trip. Check the app or contact customer service to find nearby availability. You'll have enough time to take the bike to the nearest station. Do NOT leave the bike undocked or unattended.

The bike breaks

Report it ASAP to customer service. Bring it to the nearest station and dock it. We'll handle it from there.

I get mugged

File an incident report with the Philadelphia Police and report the theft to customer service within 48 hours; you will likely not be required to cover the costs of the bike but you MUST file a report.

HELMETS

Helmets are strongly encouraged. You can buy one at a bike shop or other retail locations such as big box or sporting goods stores. Check the Indego website for a list of partner locations where Indego passholders can get 10% off of helmets.

CRASHES

If there is someone else (a vehicle, pedestrian, or another bike) involved in the crash, please notify the Philadelphia police and file a report. If you are hurt, please seek medical attention! After that, please notify customer service and we will take care of the bike and membership for you.

CAN I TAKE MY KIDS

Indego bikes are built for adults. You must be at least 14 to ride an Indego bike, and minors need to be accompanied by a parent or guardian that is at least 18-years-old during the ride. That said, Indego is a great option for parents to join their children on a bike ride when the kids already have their own bikes!

I DON'T KNOW HOW TO RIDE OR FEEL UNCOMFORTABLE RIDING ON CITY STREETS

Our Better Bike Share Partnership outreach team offers Learn To Ride Classes and bicycle safety classes.

We partner with the Bicycle Coalition of Greater Philadelphia to offer free Adult Learn to Ride and Urban Riding Basics courses along with Monthly Group Rides and Skill Building Courses to help Philadelphians develop the skills they need to ride confidentially in urban environments

WHY ISN'T BIKE SHARE IN [INSERT NEIGHBORHOOD]?

The City of Philadelphia plans to expand Indego into more neighborhoods. If a community member would like to suggest a location that would fit a bike share station, they and their neighborhood associations should reach out to the City of Philadelphia bike share program manager Aaron Ritz (aaron.ritz@phila.gov).

WELCOME ABOARD!